



Bannerwise



Step By Step Guide

How to create custom dynamic remarketing banners for **DoubleClick Studio** with Bannerwise!



This step-by-step document will guide you through the process of creating custom dynamic banners in the Bannerwise tool, and uploading your dynamic bannerset to your DoubleClick Studio! In **part A** we will guide you through the process of creating the banners in our tool. In **part B** we will guide your through the process of uploading your product feed in your DoubleClick Studio.

2 [Index](#)

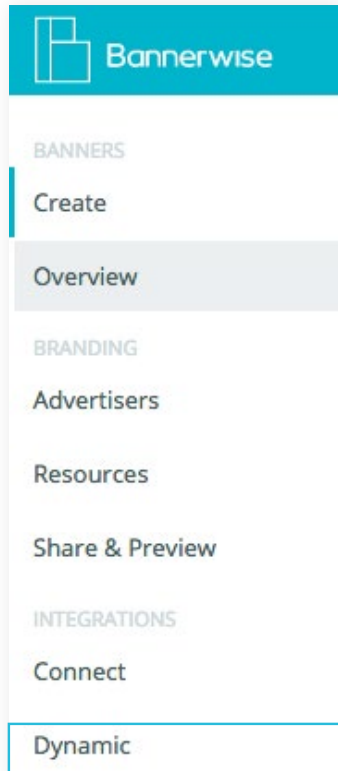
Creating your dynamic campaign:

3 [Part A](#) – In the Bannerwise tool

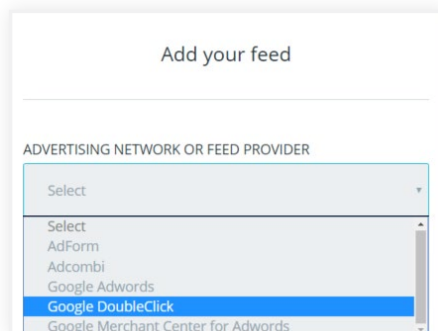
8 [Part B](#) – DoubleClick Studio

Part A – In the Bannerwise tool

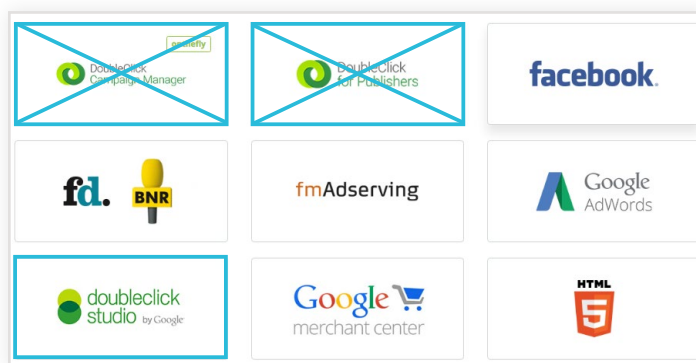
1. **Go to Bannerwise and login!**
If you don't have an account yet, [get your free trial!](#)
2. **Click on Dynamic**



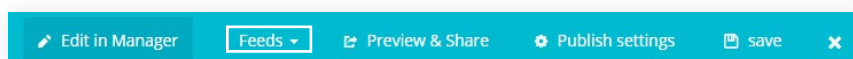
3. **Click on Add Feed**
4. **Choose the network: Google DoubleClick**
Go to **page 8** for Part B – DoubleClick Studio to learn how to upload your product feed into your DoubleClick Studio account.



5. Enter your **Feed name**
6. Upload your **.CSV file**
(Make sure your Feed file is exactly the same as the feed you upload in DoubleClick Studio – see part B)
7. Enter your **DoubleClick Studio feed name**
(Make sure your Feed name is exactly the same as the name of your feed in DoubleClick Studio – see part B)
8. Enter your **Dynamic ID**
See **page 10** for the location of your Dynamic ID in DoubleClick Studio.
9. Click on **Add your feed**
10. Click on **Create**
11. Click **Start from scratch**
12. Give your bannerset a name
13. **OPTIONAL: If you are an Agency – Choose your advertiser**
14. Select your network: **DoubleClick Studio**



15. Select all your **banner sizes** that you want to create
16. Choose a banner type: **Dynamic banner set**
17. Click on **Feeds**



18. You will find your feed in the dropdown

19. Now it's time to have fun – design your banner!

For example: add your background, logo, placeholder picture(s), placeholder text element for product price, placeholder text element for product title, etc.

20. Let's make the banner dynamic!

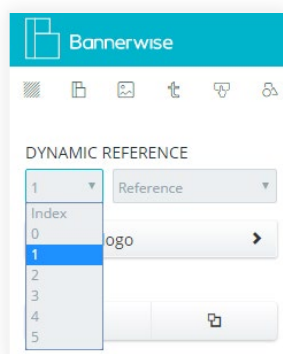
In the Bannerwise tool we work with placeholder images for you dynamic content. Just add a random image or text element, on the location of the images and text elements you wish to make dynamic. For example you can put 1 product on 1 slide, 3 products on 1 slide, or 3 slides with each 1 product.

21. Click on the **element** you wish to make dynamic

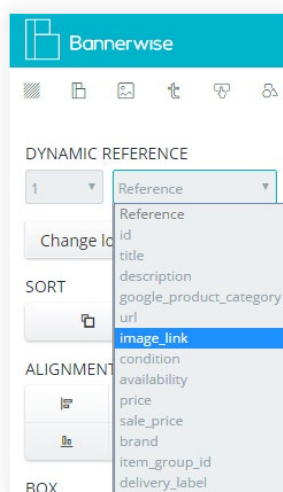
22. In this example we will make the product picture dynamic:

23. Select the **index**

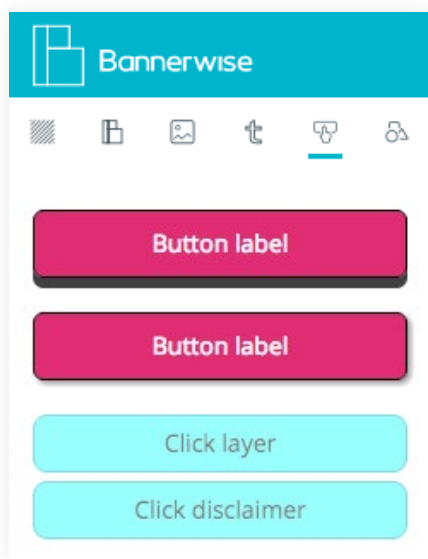
Make sure the index number is always the same for all references that are linked to the same product.



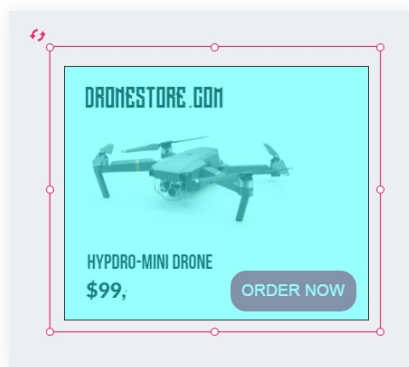
24. Select the **reference**



25. Repeat these previous two steps for the other dynamic elements – product title, price, etc.
26. Finish your design with the perfect animations!
27. Ready to generate the other sizes? Generate and adjust [the next sizes!](#)
28. Are you happy? Add invisible click layers to all banners – Go to [Buttons](#)
29. Select [Click layer](#)



30. Drag the Click layer over the clickable area of your banner



31. Select the [index](#) again
Make sure the index number is always the same for all references that are linked to the same product.

32. When you choose **the reference**, select **URL**
33. Press **Save!**
34. Click **X** to exit the Builder
35. Click **X** again to exit the Manager
36. You will enter the Overview page.
37. Your recently created bannerset is listed in the Overview. Click on **Export**
38. Select the **DoubleClick Studio** network
39. Choose your **Banner Sizes**
40. Choose your type of **Output**
41. **Download!**
42. And finally, **upload** your bannerset in DoubleClick Studio!

Part B – DoubleClick Studio

To make things easier for you, we created CSV templates for your product feed! In order for the product feed to work properly, it must consist of at least six rows and each of them has to be unique. You can download these templates per category here, just **copy and paste** the right URL into your browser to start the download:

Custom:

<https://s3.eu-central-1.amazonaws.com/bannerwise-assets/csv/customusecase.csv>

Education:

<https://s3.eu-central-1.amazonaws.com/bannerwise-assets/csv/education.csv>

Flight:

<https://s3.eu-central-1.amazonaws.com/bannerwise-assets/csv/flight.csv>

Hotel and rental:

<https://s3.eu-central-1.amazonaws.com/bannerwise-assets/csv/hotelandrental.csv>

Jobs:

<https://s3.eu-central-1.amazonaws.com/bannerwise-assets/csv/jobs.csv>

Local deals:

<https://s3.eu-central-1.amazonaws.com/bannerwise-assets/csv/localdeals.csv>

Real estate property:

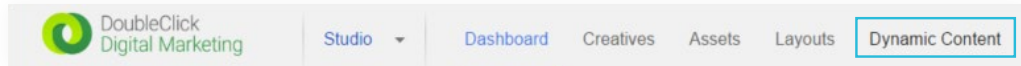
<https://s3.eu-central-1.amazonaws.com/bannerwise-assets/csv/realestateproperty.csv>

Travel:

<https://s3.eu-central-1.amazonaws.com/bannerwise-assets/csv/travel.csv>

1. Login to your [DoubleClick Studio account](#)

2. Click on [Dynamic Content](#)



3. Select an [Advertiser](#)

(or if you don't have an advertiser – click on [Enable advertiser for dynamic content](#))

4. Click on [New Profile](#)

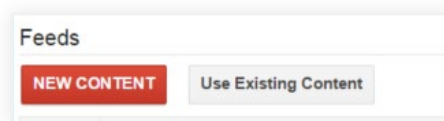
5. Now you will enter the 7 step wizard

6. **Step 1 – Enter Feed name**

This has to be the exact same feed that you enter into your Bannerwise dynamic bannerset (Part A)

7. Click on [Create](#)

8. **Step 2 – Under Feeds, click on [New Content](#)**



9. For Content Source, select [Local file](#)

10. **Format – select [CSV](#)**

(Currently we only support uploading local files)

11. **File name – Browse for your [CSV file](#)**

This has to be the exact same feed that you enter into your Bannerwise dynamic bannerset (step 6 in part A).

12. When uploaded, click [Save and Continue](#)

13. **Step 3 – Select [Optimized](#) or [Random](#)**

14. **Step 4 – Here you'll find your [DYNAMIC ID](#)**

(Right behind: [Dynamic Content Enable code for Profile](#) – see image on next page)

Advertisers > Bannerwise > Profiles >

Profile: bannerwise.feed.testing Copy draft

Last saved: Nov 29, 2016 10:34 AM ID: 1100118 Archive status: Active

Draft

1 New Profile 2 Manage Data 3 Manage Rules

Select the source format: HTML5 GWD

Copy the code snippet below and paste it into the HTML5 creative.
Then upload the creative to DoubleClick Studio and wait for it to process before preview.

```

Format: HTML5
<!--
* Dynamic Content Enable code for Profile: 1100118 <---
*
* The following code initializes the following dynamic variables for
* development testing and live serving of Fields associated to the above profile
-->

<!-- DynamicContent Start: HTML5 invocation code: -->
<script type="text/javascript">

// Dynamic Content variables and sample values
  Enabler.setProfileId(1100118);
  var devDynamicContent = {};

```

15. **Copy and paste your DYNAMIC ID into the Bannerwise tool (Part A)**
16. **Step 5 – Continue, you will see nothing at preview.**
You haven't created banners yet. When you upload your Banners you have created in Bannerwise, you will see them here.
17. **Step 6 – Continue**
18. **Step 7 – Click on the blue Publish button**
19. **Go to back to the Bannerwise tool and build your banners!**